

# **Roanoke County Community Leaders Environmental Action Roundtable (RCCLEAR)**

## **EECBG ENERGY CONSERVATION PLAN**

*NOTE: The following represents the first implementation phase of the Climate Action Plan and utilizes EECBG Stimulus Funds to facilitate ICLEI objectives as well as save energy, the key focus of EECBG.*

### **Goal:**

Roanoke County seeks to build awareness and effect significant reductions in county-wide energy consumption and Greenhouse Gas emissions by providing useful information and practical solutions to citizens and businesses. This will be accomplished by increasing energy awareness and promoting a diverse menu of programs to lower GHG Emissions over a 10 year period in order to achieve the County's goal of a 30% reduction by 2020.

### **Education Programs**

#### **Community Energy Conservation Education Campaign:**

1. Develop a logo and brand for the community energy conservation message.
  - Define goals and scope of the message with the regional carbon group.
    - Saving energy reduces greenhouse gases, saves money, creates jobs and improves the quality of life.
    - Meet with marketing consultant and craft logo and tagline options.
    - Review and finalize logo and tagline with regional carbon group.
2. Strategic outreach to local media outlets:
  - Work with marketing consultant, Roanoke County Public Information Director, RCCLEAR and regional carbon group to develop a public service announcement (PSA).
  - Choose media sources and air the PSA periodically over an appropriate period of time using EECBG funds.
3. Promote energy message via Roanoke County website with user friendly links to resources.
  - Provide essential information and energy conservation toolkits to PIO
  - PIO to develop energy conservation webpage with links to local, State and National resources.

4. Implement a regional energy education campaign with neighboring municipalities.
5. Disseminate energy conservation program materials at a variety of community events.
  - Support and participate in “green” events such as the regional Energy Expo.
    - Set up a booth at Energy Expo and pass out energy conservation tips for residences and businesses.
    - Offer several energy audits for small business and home owners as door prizes.
    - Give away CFLs and LED nightlights with energy tip sheets.
    - Sign up participants for Focus Groups, and energy conservation events.
  - Set up an energy conservation booth at additional events such as the Spring Home Show and Earth Day.
    - Offer several free energy surveys as door prizes
    - Investigate the possibility of rebates for weatherization work to be done.

### **Sector Programs**

#### **Transportation:**

1. Partner with Ride Solutions to promote the use of existing programs and services available to county residents to reduce GHG emissions.
2. Identify and establish two new locations for Park-N-Rides in partnership with Ride Solutions.

#### **Residential:**

The residential program will consist of the following programs and resources to augment the energy conservation education campaign:

1. Prepare and disseminate an energy conservation tool kit to homeowners and renters containing no/low cost, simple measures proven to reduce energy consumption.
2. Develop and promote a low/no cost energy survey (audit) program.
  - See appendix A for audit plan.
  - Advertise audits on internet, and other media.
  - Fully fund the cost of a limited number of audits with EECBG dollars.
3. Identify and recruit reliable, certified weatherization contractors.
  - Contact New River Center for Energy Research and Training for certified vendors.
  - Must be fully licensed, insured and have appropriate certifications.
  - Provide list to energy survey clients interested in weatherizing their homes.
4. Identify existing financing opportunities, rebates and incentives.

- RCCLEAR committee and staff to identify Federal and State rebates and other incentive programs. Publish this information on the website.
- Contact and recruit local banks to offer weatherization loans.

### **Business:**

Businesses will be invited to participate in energy conservation programs that will reduce their energy bills and carbon footprint, with a special emphasis placed on the valuable benefits to the bottom line, i.e., it makes good business sense to save energy.

1. Implement a business energy conservation mentoring program.
  - Recruit County businesses that have successfully implemented energy Conservation to mentor peers.
  - Work with RoCo Economic Development Dept., Regional Chamber and RVCCC.
  - Offer a limited number of free energy surveys, access to skilled contractors, and information about rebate programs.
  - Target a wide range of companies in the county, from small to large.
2. Promote low-cost business energy audits.
  - See appendix for audit format.
  - Subsidize or give away a limited number of EECBG funded audits.
3. Identify certified weatherization contractors for commercial applications.
  - Same process as for Residential.

### **Institutional:**

**Schools:** RCCLEAR will provide support and mentoring to County Schools “Green Ribbon Week” event.

**Churches:** Assist with RVCCC “Cool Congregations” by offering the services similar to the business programs above.

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### **Budget:** Proposed Expenses:

Energy education media campaign - \$25,000

Website Development - \$2,500

Park-N-Ride \$2,500

Energy Surveys - \$15,000

Printed educational materials, handouts, “toolkits” - \$5,362

Total EECGB Funds - \$50,362.

## **Appendix A**

### **RCCLEAR ENERGY SURVEY PROGRAM**

#### **Purpose:**

Energy conservation is a key element in reducing greenhouse gas emissions. In order to identify effective energy retrofit measures to perform on a structure, a comprehensive energy survey is required in most cases. Therefore, a limited number of energy surveys will be offered at no cost to interested residents and small businesses on a first come-first serve basis, in order to assist them in determining which conservation activities, weatherization measures and equipment replacements will save them the most energy in a cost effective manner.

#### **Primary Objective:**

To launch a reliable, technical energy survey pilot program in Roanoke County directed at residents and small businesses. EECBG funds in the amount of \$15,000 will be used to subsidize the cost of the audits in an effort to create public awareness and interest in the benefits of energy surveys, as well provide a stimulus for community wide energy conservation efforts and weatherization retrofit services.

#### **Summary**

Roanoke County and RCCLEAR will be offering free, two hour technical energy surveys to the general public as a part of their community climate action strategy. The cost of this service is being subsidized by EECBG funds in the amount of \$15,000, which will provide for a total of approximately 100 surveys; 60 residential and 40 small businesses. Surveys will be on a first come, first serve basis and scheduled directly with the chosen energy firm. The offering will provide 2 hours of free technical, auditing services with a written summary of weatherization recommendations. For larger structures or individuals and businesses seeking more information, additional audit services will be available on a time and material basis, paid for by the customer.

Clients will be provided a prioritized list of weatherization and energy conservation measures after the physical inspection. If available, options for financing, and rebates along with a list of certified weatherization contractors will be provided. In exchange for the free survey, clients will be asked to provide a year of pre and post audit/weatherization utility history and

sign a release authorizing access of said records to RCCLEAR, for the purpose of tracking energy savings. There will be a “shared savings option” whereby if the client is very satisfied with the audit and believes they will potentially save a lot of money on their utility bills by following up with recommended work, they are encouraged to reimburse RCCLEAR for the cost of the audit and this money will be put back in the program to offer more energy surveys.

## **Program Details:**

### **1. Promotion**

- EECBG funds in the amount of \$15,000 will be utilized to provide the energy surveys.
- Spots on WVTF, local network TV, cable, radio, newspaper and websites will be considered.

### **2. Sign up**

- Email and phone requests will be taken by Roanoke County General Services on a first come-first serve basis.
- An audit agreement with waiver of liability will be signed by all clients.
- Contact information will be turned over to the County’s selected energy auditing firm for scheduling.
- Said firm will conduct each survey on average, within 60 days of sign up.

### **3. Energy Survey content**

- Air infiltration analysis via blower door test, including identification of attic bypasses.
- Thermal imaging/heat loss via Infra-red camera.
- Assessment of building insulation levels.
- Heating plant and water heater efficiency assessment.
- Heat and AC duct air leakage test (pressure pan test).
- Written retrofit and weatherization recommendations.

### **4. Incentives**

- Provide clients with a list of available rebate programs.
- Provide clients with listing of banks offering lower interest rates.
- Consider developing a Roanoke County Green Citizen or Green Business award.
- Point out vendor coupons if available.